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MAGAZINES: New Entry in Women's Market

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an-inspired" afghan, and at least 28 recipes, not counting the ones in the food ads. In their spare time, readers can take a personality quiz to find out: "Is it love or lust?"

The magazine's advertising director, Todd Selbert, admits there are no innovations in the magazine. "We haven't discovered anything new under the sun in terms of women's service," he said in a telephone interview from New York.

The difference, he said, is all in the packaging. First will be "much less cluttered" than its competitors, Selbert said, noting that the magazine's articles are mainly contained within a page or are continued on following pages, not "jumped" to the back of the book. Furthermore, the magazine will carry no scent strips, subscription cards and no "crazy" ad sizes that drive readers to distraction, he added.

But the centerpiece of First's appeal, the ad director said, is that the magazine will contain less advertising than its rivals. About a third of its pages will be devoted to ads, compared with about half in comparable magazines, Selbert explained. The reduction in ad content reduces overall clutter, thus enhancing both advertising and editorial content, he said.

First's launch is a direct assault on the so-called "Seven Sisters" of women's magazines—Better Homes & Gardens, Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Redbook and Woman's Day.

But First isn't trying to become the eighth sister because the market is lucrative. Although the magazines have a combined monthly circulation of more than 39 million,

Cover of First's premiere issue.

First is trumpeting that all seven have taken circulation dives in the past decade, about 19% overall.

Selbert argued that "women are kind of fed up with" the established magazines, noting that First is tailored to the results gleaned from more than 100 "focus groups"—consumers who critiqued two prototypes of the magazine as well as its competitors.

First's strategy is being met with doubts. The trade publication MagazineWeek reports that competition for ad revenue among the seven sisters already is furious and can only sharpen with the entry of an eighth.

Even First's Selbert conceded that the large start-up costs won't be recouped for several years. Beyond the money earmarked for television advertising, he declined to say how much that is, noting only that the amount would "obviously qualify for the Guinness Book of World Records."

Enclitic on the Rise

Since 1976 a small Los Angeles-based magazine called Enclitic, which bills itself as a quarterly, has managed to produce a total of 21 issues. For the first 20 issues the magazine, founded as a journal of cultural criticism, was printed in a small format about the size of a hardcover book. There were years when the magazine sold only a couple of thousand copies, editor John O'Kane says.

But lately things have been looking up, thanks largely to a larger format that is both more visible on newsstands and easier to read, O'Kane said, noting that about 8,000 copies of the latest issue have been distributed.

Enclitic, named for a grammatical term referring to the proper stress on words, is a sometimes eccentric blend of interviews, poetry, essays and fiction. The long, wide-ranging interviews with cultural and literary rebels—such as Paul Krassner, publisher of the Realist magazine—tend to be Enclitic's centerpieces. A sample from the Krassner interview, "Yoko Ono once gave me a clock, an alarm clock which had no numbers or hands on it but just a sky with clouds in it. But it was still functional and so I would wind it up and set the alarm for 1 didn't know what time, and that was a great device in getting you to pay attention. . . ."

But topics range from South African politics to an essay by O'Kane, titled "The Metaphysics of Baseball: Dodgers '88."

As in the past, the latest issue contains work by local writers who have made names for themselves—Richard Meltzer, perhaps best known for his 1988 book, "L.A. Is the Capital of Kansas," and Kate Braverman, a poet and author of two novels, including "Palm Latitudes" published last year.

Subscriptions are $16 and available by writing the magazine at P.O. Box 36098, Miracle Mile Station, Los Angeles, 90036-0098.

Life in February

Life magazine takes a peek at the future in its February issue and it's not as bad as you might think. In a thoughtful 30-page section that tries to get a jump on the next millennium, the magazine predicts—perhaps wishfully—that TV networks will become extinct by the year 2000, as will the penny, canned food, file cabinets, baldness, eyeglasses, dentists and grocery clerks. People will live longer and look younger, the magazine forecasts, "so that by 2040 a person of 65 may be physically comparable to a 45- year-old of today."

There is a downside, however. Citing a United Nations study, the magazine reports that 65 countries, mostly in Africa and South Asia, will be unable to feed themselves and that ecological and environmental problems will continue, almost certainly in surprising and perhaps deadly forms. The magazine also says that by 2025 more than 20 countries will have nuclear arms and the capability to launch them. In the future, too, war zones will become so horrible that robots will be used for many battlefield tasks.

Warhol on the Cover

While he was alive, Andy Warhol never made the cover of Interview magazine—which he used to transform tape-recorded cafe chatter into a sort of *cinema verite* of print. But 20 years after he founded the magazine and two years after his death, the Pop artist, movie maker and student of fame is finally right out front in the February issue. The 1979 Polaroid self-portrait shows an enigmatic, shadowy face with two careful pinpoints of light in the artist's eyes. The reason for the cover: A feature on Warhol's behind-the-scenes life when he was building a reputation that would last for more than 15 minutes. The article is timed for a retrospective of Warhol's work at New York's Museum of Modern Art.

CONSUMERS

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"But the vast majority of people are honest and reputable and want to do the right thing, so we try to accommodate them," American's Hecker said.

If a person traveling on a death emergency has his or her initial flight canceled, both United and American will give that passenger priority standing on another flight.

"They just have to let the customer service representative know they're traveling on a death emergency," United's Dornacker said. "We do the same for unaccompanied minors and disabled people."

TWA's Don Morrison in St. Louis said: "We have no general policy as far as waiving restrictions. That would be a difficult policy to manage and to administrate. But from time to time, it does occur on a case-by-case basis.

'We Help Out'

"We have had situations in the past where we've helped with the transportation for a patient who needs a kidney transplant or bone marrow transplant and the family is drained of their normal funds. Often a community group assists in raising money. And we help out."

Alaska Airlines, on the other hand, waives no fare restrictions for any unticketed passengers.

"If you're unticketed, there is nothing that is available from the airline in an emergency situation," said Tim Orkins, director of consumer affairs for Alaska Airlines in Seattle. "Probably 5% of anyone traveling does so on an unforeseen need of a personal nature. And that kind of program would be impossible to administer. The airline would have to determine an individual's financial need and we wouldn't have the time on such short notification."

However, in the reverse situation—if you have a non-refundable, discounted ticket and can't take the flight because of a medical emergency to yourself, traveling companion or immediate family, or a death in your immediate family—Alaska Airlines will refund your money if you provide documentation of the illness or death.

Alternative Assistance

And although Alaska Airlines does not waive fare restrictions for passengers without tickets, it does, Orkins said, "make contributions—cash, free transportation, waivers of restricted fares—through various charitable or nonprofit organizations.

"That way the different groups can do the screening [of passengers who need assistance with fares]," Orkins added.

Among the groups to which Alaska Airlines contributes are Ronald McDonald House, Air Lifeline and Travelers Aid.

"Travelers Aid, which has offices at major airports and assists travelers in dire need, does not assist travelers in negotiating with airlines for fare reductions or in getting money in case of a family death emergency, according to Susan Edelstein of the Los Angeles International Airport office.

In the case of overseas air carriers and the waiving of fare restrictions in medical or death emergencies, the rules cannot be bent so easily, according to Joe Zucker, public relations manager for Lufthansa in the Western U. S. region.

"It's completely different than in the U.S. We're not deregulated and the rules are still pretty strict," Zucker explained. He added, however, that increasing "liberalization" in the Common Market area of Europe should result in some easing of airline restrictions by as early as 1992.

But for now Zucker said that most international carriers are owned by their governments, and follow "the common safety standards, fare restrictions, rules and regulations of the IATA, International Air Transport Assn," which Zucker called "the U.N. of the airline business."

However, Lufthansa might do some waiving of restrictions if a passenger who already has a ticket has a medical or death emergency, Zucker said.

"If a person was here and had a death in the family . . . they might waive the restrictions without a penalty," he said.

"In such a terrific emergency, we might work with the passenger's travel agent and make some agreement," Zucker continued. "We have agents appointed to represent us. If the travel agent knows a passenger, in some cases we might work with the agent as an intermediary. But we're not likely to do something for a stranger just coming in off the street."

Contact Travel Agent

If you have a medical or death emergency and are flying Pan American either domestically or internationally, Pan Am's Klaus Hofmeister also suggests that you contact a travel agent and let him or her try to make arrangements for you.

"There are so many rules and so many fares, we suggest they go through the travel agent," said Hofmeister, assistant manager of sales for Pan Am in Los Angeles. "If it's a bona fide death emergency, we try to deal with it. The same applies to non-refundables in the case of illness or death. We want a doctor's letter or documentation. What's usually involved in these situations is ticketing time limits, how long they are and the reason they need to be waived."

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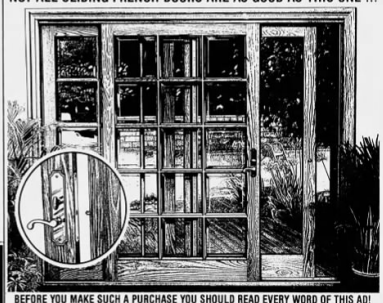

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